

ORDER



Orders	Order / Rev:	692557	KARE
	Alt Order #:	06186332	Jim Quinn
	Product Desc:	NRCC IE	T-PHI
	Estimate:	2601	NAT
	Flight Dates:	09/28/12 - 10/04/12	
	Original Date / Rev:	06/20/12 / 10/04/12	
	Order Type:	Political	
Agency	Name:	National Media Research Planning/ PC	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		815 Slaters Lane	EOM/EOC
		Alexandria, VA 22314	Agency Commission:
			15%
Advertiser	Name:	NRCC-IE	
	Demographic:	A35-64	New Business Thru:
	Product Codes:	PL-State/Local,IS-Issue/Non	Order Separation:
	Priority:	P-2	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	9	\$16,750.00	\$14,237.50
10/01/12	10/04/12	21	\$24,850.00	\$21,122.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	9	\$16,750.00	\$14,237.50	0.00
October 2012	21	\$24,850.00	\$21,122.50	0.00
Totals	30	\$41,600.00	\$35,360.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KARE	21%	\$41,600.00
Market	100%	\$198,095.24

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$21,790.48
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	21%	\$41,600.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	45%	\$89,142.86
WFTC	2%	\$3,961.90

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KARE	09/29/12	09/29/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$700.00	P-2	0.00	NM	2	\$700.00
KARE11 NWS SAT															
Spot	Ch	Date Range	Description	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	09/24/12	09/30/12	-----S-				1	\$700.00	0.00						
1	KARE	09/24/12-09/30/12	Sat 8-10a	8-10a											
See MG 12.2,12.3 [Prgm Change] Ryder Cup															
2	KARE	10/01/12-10/04/12	M-F 5-6a			5-6a				MTWTh-----	:30	\$350.00	0.00	NM	
(M) MG for 12.1 09/29															
3	KARE	10/01/12-10/04/12	M-F 5-6a			5-6a				MTWTh-----	:30	\$350.00	0.00	NM	
(M) MG for 12.1 09/29															
E 13	KARE	09/30/12	09/30/12	Golf Ryder Cup Ryder Cup	CM	6A-5P (11:00 AM-5:00 PM)	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
RYDER CUP 9/30															
Week:	09/24/12	09/30/12	-----S	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1							1	\$1,500.00	0.00						
E 14	KARE	09/30/12	09/30/12	NFL Regular Season Fo@M NFL Regular Season F	CM	715P-1030P	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
NBC SUN-FTBL															
Week:	09/24/12	09/30/12	-----S	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1							1	\$7,000.00	0.00						
E 15	KARE	10/04/12	10/04/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONITE SHW-NBC															
Week:	10/01/12	10/07/12	---T---	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1							1	\$650.00	0.00						
E 16	KARE	10/04/12	10/04/12	M-F 6-630p KARE 11 6 News	CM	6-630p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-6															
Week:	10/01/12	10/07/12	---T---	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1							1	\$1,200.00	0.00						
E 17	KARE	10/04/12	10/04/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
KARE11-SUNRS@6															
Week:	10/01/12	10/07/12	---T---	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1							1	\$750.00	0.00						
E 18	KARE	10/04/12	10/04/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
Week:	10/01/12	10/07/12	---T---	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1							1	\$1,400.00	0.00						
E 19	KARE	10/04/12	10/04/12	Today Show Today Show	CM	7-9a	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
TODAY SHW															
Week:	10/01/12	10/07/12	---T---	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1							1	\$750.00	0.00						
E 20	KARE	10/02/12	10/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONITE SHW-NBC															
Week:	10/01/12	10/07/12	-T-----	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1							1	\$650.00	0.00						
E 21	KARE	10/02/12	10/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-6															
Week:	10/01/12	10/07/12	-T-----	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1							1	\$1,200.00	0.00						
E 22	KARE	10/02/12	10/02/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
Week:	10/01/12	10/07/12	-T-----	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
1							1	\$1,400.00	0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KARE	10/02/12	10/02/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	-T-----			1	\$1,400.00			0.00					
E 23	KARE	10/02/12	10/02/12	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	-T-----			1	\$750.00			0.00					
E 24	KARE	10/02/12	10/02/12	Tue Prime C Parenthood	CM	9-10p	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	0	\$0.00
PARENTHOOD-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	-T-----			1	\$3,000.00			0.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KARE	10/01/12-10/07/12	Tue Prime C			9-10p			-T-----	:30	(\$3,000.00)	0.00	NM		
Credited															
E 25	KARE	10/03/12	10/03/12	M-F 10-1035p KARE News 10p	CM	10-1035P	--W----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
KARE11NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	--W----			1	\$2,200.00			0.00					
E 26	KARE	10/03/12	10/03/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	--W----			1	\$1,200.00			0.00					
E 27	KARE	10/03/12	10/03/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	--W----			1	\$1,400.00			0.00					
E 28	KARE	10/03/12	10/03/12	Today Show Today Show	CM	7-9a	--W----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	--W----			1	\$750.00			0.00					
E 29	KARE	10/03/12	10/03/12	Wed Prime B LAW ORDER: SVU	CM	8-9p	--W----	:30	1	\$1,300.00	P-2	0.00	NM	0	\$0.00
L&O:SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	--W----			1	\$1,300.00			0.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KARE	10/01/12-10/07/12	Wed Prime B			8-9p			--W----	:30	(\$1,300.00)	0.00	NM		
Credited															
N30	KARE	10/01/12	10/01/12	Mon Prime THE VOICE	CM	Mon Prime (6:58 PM-9:00 PM)	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	M-----			1	\$3,000.00			0.00					
N31	KARE	10/04/12	10/04/12	Thu Prime PRIME	CM	Thu Prime (6:58 PM-8:00 PM)	-----T--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	---T---			1	\$1,300.00			0.00					

Totals

30

\$41,600.00